



## The Velocity Trap

*Speed feels like progress, until you run off the tracks*

We live in a culture that mistakes speed for progress. The Velocity Trap is the cultural reflex that prioritizes the appearance of speed over a grounded understanding of reality: teams rush to solutions before understanding the problem, deadlines get treated as immovable even after the plan stops making sense, and the questions that could catch a problem early go unasked for fear of getting run over by the team's momentum.

The Velocity Trap convinces us that speed is progress, until we hit a curve and run off the tracks: stalled rollouts, frustrated customers, and teams picking up the pieces. Lisa shows leaders how to spot the trap and keep their teams on track.

### Format

- Keynote (45-60 minutes, adaptable)
- Conference breakout session
- Executive briefing or leadership offsite
- Workshop
- Virtual presentation

### Ideal Audience

- Leaders and teams under pressure to move fast on a launch, rollout, or major decision
- Organizations that reward speed and are starting to feel the cost of it
- Executives preparing their teams for a high-stakes initiative, product launch, or organizational change

### About Lisa

Lisa Glenn helps operations-intensive organizations escape the Velocity Trap before it costs them their next launch. She's led discovery, delivery, launch readiness, and recovery efforts across Fortune 500 environments including Microsoft, Starbucks, and Alaska Airlines, in the industries where operational complexity meets high-velocity change.

### What Clients Say About This Work

"I can finally sleep at night."

— Starbucks stakeholder, after Lisa got the launch knowledge out of her head and turned it into a repeatable store launch roadmap

"We couldn't have launched without you."

— Product management and engineering leaders at Alaska Airlines, on the launch of a new mobile application for operational teams

### What Audiences Will Learn

- The ability to recognize early warning signs that their initiative is caught in the Velocity Trap, even when status reports show green
- An understanding of how rushing to meet artificial deadlines creates hidden risk across the enterprise
- A shared language for naming risk early, so raising a concern doesn't feel like slowing the team down
- Practical ways to counteract the Velocity Trap and keep their teams and projects on track